

**CIAA Tournament Council Referral Update**  
**May 11, 2017**

| <b>Referral Areas</b>                                                                 | <b>Findings to Date</b>                                                                                                                                                                                                                      | <b>Remaining Work / Opportunity Areas</b>                                                                                  | <b>Comments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| 1. Hotel Rates                                                                        | 2017 avg. rates lower than 2016 avg. rates. CIAA had no control over their inventory until two years ago when they began working with Conference Direct. Since then Average Daily Rate (ADR) has declined (i.e. 2017: \$262.82 to \$254.37). | CIAA and CRVA dialogue with hotels to reduce CIAA attrition penalties (if room block not met).                             | Patrons can experience higher hotel rates if not reserved by the room block reservation deadline. Rate negotiation is the responsibility of the CIAA and the hotels. 2017 attendee surveys demonstrated high satisfaction with attendee experience including hotels.                                                                                                                                                                                                                         |
| 2. One Arena                                                                          | Cost effective and strong fan experience at Bojangles' Coliseum                                                                                                                                                                              | Develop greater marketing for restaurants and amenities in Bojangles' vicinity.                                            | Contractually obligated to use Bojangles' for early games and Spectrum Center for later games; Approximately \$400K additional annually to host all games in Spectrum Center; NBA/Spectrum Center schedule impacts availability. Examine opportunities for bolstering CIAA support for East side businesses via CIAA working LOC marketing, communications, community activation efforts. 2017 attendee surveys showed that attendee experience at Bojangles' Coliseum was positive overall. |
| 3. Relationship with EpiCentre, Center City Partners (CCP) and Corporate Sponsorships | Contract with Urban Sports ended in 2017; New sponsorship vendor Van Wagner Sports & Entertainment will assume responsibilities on sponsorships and corporate relationships in June 2017; CCP is actively                                    | Van Wagner to revamp sponsorship approach and work closely with CIAA and LOC on securement and activation of sponsorships. | CCP has been actively involved in CIAA LOC efforts related to community activation for the last 12 years, assisting with areas such as the securement of Center City light pole banners promoting the tournament and generating support from Center City businesses. Orange Barrel Media manages all advertising/visibility efforts for the EpiCentre.<br><br>The LOC and Van Wagner will look for any opportunities that may be good fits for 2018.                                         |

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|                                     | involved in community activation role on LOC.                                |                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 4. Current Contract                 | Current contract runs through 2020                                           | None at this time.                                                                                                                                      | New contract discussions anticipated to begin in late 2018, led by CRVA.                                                                                                                                                                                                                                                                                                                                                                                           |
| 5. Local Organizing Committee (LOC) | Desire increased elected official and community involvement.                 | Evolve LOC structure to include leadership representation.                                                                                              | Based on the positive feedback of the previous NBA All-Star Game LOC structure that was set in place, CIAA and CRVA will enhance current LOC to include additional component: a leadership advisory LOC comprised of local corporate and community leaders to enhance the working LOC made up of CIAA, CRVA and CIAA vendor staff members. Current working LOC, which handles more than a dozen areas of execution, is very effective and will require no changes. |
| 6. Packaging Corporate Sells        | Increase ticket and sponsorship package opportunities to corporate entities  | New sponsorship vendor Van Wagner will create an activation plan for 2018 and present it for approval to the newly formed CIAA Leadership Advisory LOC. | See number 3 and 5.                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 7. Involvement with the Community   | Increase local and regional attendance and involvement in tournament events. | Enhance local and regional marketing, promotions, and public relations strategies.                                                                      | Contractually CIAA manages marketing, communications and promotional efforts, although the CIAA LOC (including CRVA) has supported and partnered in previous years. CIAA and the working LOC will look to create specially targeted local engagement initiatives using paid and earned media as the primary vehicles.                                                                                                                                              |

| Elements in Community Safety Committee      |                                                                                        |                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| 8. Village Boundaries                       | Unsanctioned events are a concern,                                                     | Explore opportunities and legal options for “clean zone” near event. City is researching legal and permitting options.                                                         | Staff provided the Community Safety Committee a presentation on large event permitting on April 6, 2017 and a presentation on large event zones on May 4, 2017. These efforts are highly complex and legally contentious and involve many different stakeholders. Over the next several months, an interdepartmental work team will review model ordinances and best practices, consult with event sponsors and work with community stakeholders and partners to provide options for event permitting process and regulations. Anticipate review by Community Safety in September 2017. |
| 9. Permits for non-CIAA sanctioned events   | The City is currently exploring options.                                               | Based on City findings, develop processes and protocols that the CIAA LOCs (leadership advisory and working groups) can work to disseminate in advance of the 2018 tournament. | See number 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 10. Registration for CIAA sanctioned events | The City is currently exploring options. To include partnership events where possible. | Based on City findings, develop processes and protocols that the CIAA LOCs (leadership advisory and working groups) can work to disseminate in advance of the 2018 tournament. | See number 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |